

Alfayer Fahrozi Suhandri

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WORK EXPERIENCE

Caspian Digital Solutions

Malaysia

Performance Marketing Specialist

November 2024 – Present

- Manage marketing strategies for 7 clients, optimising campaign through data-driven insights and A/B testing.
- Liaise with creative and developer team to develop compelling ads, design landing page wireframes, and align campaigns with client objectives.
- Monitor and analyse campaign performance using tools like Google Analytics and Looker Studio, delivering actionable insights and optimisation strategies to maximise ROI.

Zonar

Malaysia

Digital Marketing Specialist

August 2023 – November 2024

- Worked alongside the Marketing Manager and report to the CEO to develop Go-To-Market strategies, boosting user acquisition, engagement, and ensuring a seamless customer journey through all funnel stages.
- Lead CRM campaigns across multiple channels, driving a **759%** increase in new users, **11x** growth in daily active users, and a **208%** rise in user interactions; optimized ad campaigns, reducing costs by **38%**.
- Improved user retention by **32%** through journey automation, customer lifecycle, and collaborate with content team on brand messaging to grow Instagram by **162%** and TikTok by **30.4%**.
- Achieved **172%** more organic impressions and **278%** more clicks through SEO optimization, and using Google Analytics and Looker Studio to meet performance KPIs.

Axiata Digital Analytics

Malaysia

Digital Planning & Strategy, Media Intern

November 2022 – February 2023

- Assisted in managing 5 major clients and supported media planning for **\$1M+** ad spends.
- Generated analytical reports using Excel and Supermetrics, for Meta Ads, Google Analytics, TikTok Ads, Shopee, and Lazada.
- Collaborated with the performance team to launch campaigns, provided strategic recommendations, and achieved a **15%** increase in conversions and a **23%** rise in click-through rates for Amore Pacific.

Kaodim

Malaysia

Project Management and Marketing Content Intern

November 2021 – February 2022

- Enhanced campaign workflows and launches using Firebase Analytics, Google Ads, and Google My Business.
- Created engaging content for Instagram and Facebook, boosting audience engagement by **78%**.
- Analyzed market trends to promote products effectively, achieving a **35%** sales increase QoQ.

LEADERSHIP EXPERIENCE

Padang Eats by Raso Padang

Indonesia

Founder & CEO

February 2024 – June 2024

- Developed a business plan for high-quality Padangnese cuisine, prioritizing authenticity, taste, and satisfaction.
- Led product innovation and coordinated with suppliers for premium ingredients and packaging.
- Managed financial operations with automated Excel tools, achieving a **36% ROI** and **95** new customers in the first month through strategic branding, financial planning, and word-of-mouth.

Monash University Student Association (MUSA)

Malaysia

Publicity Officer - Head of Department

January 2022 – December 2022

- Managed the organization's social media and website to centralize information, relay student feedback, and share content such as the Monash Campus Tour Vlog, which received over **49,000** views.
- Enhanced social media engagement, achieving a **141%** increase in page reach and a **33%** rise in followers.
- Liaised effectively with **32** key stakeholders and collaborated with **10+** companies, including Shopee, Graduan, and more, to provide news, job opportunities, competitions, and insightful events to over **7,000** students.

EDUCATION

Monash University

Bachelor in Business and Commerce

- Major: Business Analytics, Minor: Banking and Finance.
- Awarded Top 5 Marketing Pitch for SDG12.3 in the Digital Marketing Unit.

SKILLS

- **Language:** Indonesian (Native), English (Fluent), Malay (Fluent) & Arabic (Intermediate)
- **Data Analysis :** R Language, Power BI, Tableau, Google Analytics, Google Search Console, Looker Studio
- **Digital Marketing:** Google Ads & My Business, Meta Business & Ads, TikTok Ads, CleverTap, HubSpot
- **Web Development & Design:** WordPress, SquareSpace, Figma, Canva, Photoshop, Premiere Pro, After Effects
- **Project Management & Collaboration:** Asana, Trello, Jira, Google Workspace